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**ROUGHRIDERS, CITY OF FRISCO TEAM UP FOR
“PLAY BALL, FRISCO!” EVENT SATURDAY, AUG. 22
FREE COMMUNITY EVENT FROM 9-11 A.M. AT DR PEPPER BALLPARK**

FRISCO, TEXAS (AUGUST 3, 2015) – The Frisco RoughRiders, Double-A affiliate of the Texas Rangers, have teamed up with the City of Frisco and **Mayor Maher Maso** to create a free community event for children 12 and under called “Play Ball, Frisco!” on Saturday, August 22 from 9-11 a.m. at Dr Pepper Ballpark. Parking and admission to the event are free. Pre-registration can be completed by visiting www.ridersbaseball.com/playballfrisco.

“Play Ball, Frisco!” was created by the RoughRiders and Mayor Maso as part of the United States Conference of Mayors (USCM) support of Major League Baseball’s “Play Ball” initiative, which focuses on the fun nature of baseball and encourages widespread participation in related activities.

As part of the August 22 event at Dr Pepper Ballpark, kids 12 and under and their parents/guardians are invited to play catch and run the bases on the field at Dr Pepper Ballpark. Attendees wishing to play catch should bring their own gloves. In addition, the McAfee Playground, Primrose Playground and State Fairway amusement games and inflatables will be open and free during the event. \$1 breakfast tacos, \$1 small Dr Pepper products and \$1 coffee will be available for purchase at the Flashpoint Grille concession stand located behind home plate.

“Baseball is a wonderful game to play and watch, and we are fortunate to have such a beautiful ballpark right here in Frisco in which to host this event and support Major League Baseball’s ‘Play Ball’ initiative,” said Mayor Maso. “I’m excited to partner with the RoughRiders on our ‘Play Ball, Frisco!’ event and do our part to help form fantastic memories through participation in America’s Pastime.”

As an added incentive to come out and play on August 22, the RoughRiders will provide each child who participates with one (1) voucher for a free ticket to any remaining 2015 Riders home game.

“We are very excited to partner with Mayor Maso, the City of Frisco and Major League Baseball for this fun, family event,” said RoughRiders Executive Vice President and General Manager **Jason**

Dambach. “We support the ‘Play Ball!’ initiative and look forward to playing our role in growing this great game as well as continuing to forge a strong bond with our local community.”

Additionally, the August 22 event at Dr Pepper Ballpark will include a used baseball/softball equipment drive to benefit the Boys and Girls Club of Collin County and other local youth charities. Attendees are encouraged to donate gently-used gloves, bats, helmets and other baseball/equipment upon entry. Anyone who donates equipment will receive a coupon for a free Whataburger.

“The purpose of the initiative is to remind people that you can engage with baseball without having nine guys on each team, uniforms and umpires,” said Major League Baseball Commissioner **Rob Manfred** at a recent Play Ball! event. “There are lots of small games that are ways to play baseball that can be really fun for kids and can really help them develop skills.”

Additional information on the August 22 “Play Ball, Frisco!” event can be found at www.ridersbaseball.com/playballfrisco or the City of Frisco website (www.FriscoTexas.gov).

About the RoughRiders

The Frisco RoughRiders are the Double-A affiliate of the Texas Rangers and play their games at beautiful Dr Pepper Ballpark in Frisco, Texas. The team was founded in 2003 and has finished first among all Double-A minor league teams in attendance each season from 2005 – 2014, drawing more than six million fans in 12 seasons. In August of 2014, the RoughRiders were purchased by an ownership group led by Chuck Greenberg and Scott Sonju. The new ownership group has already spearheaded numerous major franchise improvements, from a completely new team identity to massive additions and upgrades to Dr Pepper Ballpark, including a giant new video board, sound system, sports bar, team store, improved food service and menu, along with a complete overhaul of in-game entertainment. More than 130 former RoughRiders players have gone on to play in Major League Baseball, including All-Stars Chris Davis, Elvis Andrus, Adrian Gonzalez and Ian Kinsler. For more information on the Frisco RoughRiders and Dr Pepper Ballpark, please contact Alex Vispoli at (972) 334-1976 or via e-mail at AVispoli@RidersBaseball.com.

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